



Restaurant Brands International (RBI) RISK LEVEL:

Subsidiaries: Burger King, Tim Hortons, Popeye's, Firehouse Subs

Locations: Canada (HQ)

Industries: Food Beverage and Tobacco



High Risk

DESCRIPTION:

Restaurant Brands International (RBI) scored a 100 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, the company increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. RBI forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. RBI does not provide viewpoint protections for its employees but has not publicly terminated business relationships based on views or beliefs. The company integrates ESG into all of its business practices. RBI and its subsidiaries have supported and funded multiple LGBTQ ideological causes and events. The company requires implicit bias training for its employees and is committed to carbon neutrality by 2050. However, RBI does not appear to discriminate against charitable organizations based on views or beliefs. For these reasons, Restaurant Brands International receives a High Risk rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. **Medium Risk**

Restaurant Brands International (RBI) received a score of 100 recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). RBI integrates ESG into all of its business practices. The company states, "In 2022, executive compensation was tied to ESG metrics related to both diversity and responsible sourcing" (3). Restaurant Brands International has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs.

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. **High Risk**

RBI's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion.

High Risk

RBI's HRC 2023 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). RBI has implemented implicit bias training for its employees (3). RBI does not provide viewpoint protections for its employees (4).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. **High Risk**

RBI's HRC 2023 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. In response to the Black Lives Matter movement, Restaurant Brands International's corporate office announced that it would be instituting diversity hiring quotas, including for people of certain ethnic identities (34).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. **High Risk**

RBI's HRC 2023 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (1)(2). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. In June 2021, Burger King announced in a tweet that it would be donating a portion of proceeds from chicken sandwich sales during LGBTQ Pride Month "even on Sundays" to the HRC, resulting in donations of \$250,000 (3). RBI insures that donations to its foundation will go to a wide variety of organizations, "including women, Black, Indigenous, people of color and those who identify as LGBTQ+" (4). Burger King is a Signature Partner of the Urban League of Broward County, Florida and a corporate partner of the National LGBT Chamber of Commerce (5)(6).

Uses corporate political contributions for ideological, non-business purposes.

High Risk

RBI's HRC 2023 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Restaurant Brands International does not operate a PAC at this time and has not lobbied for ideological purposes (3)(4)(5).

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